

Governor's State Workforce Investment Board Apprenticeship Advisory Committee

**Red Lion Colonial Inn, Helena, Montana
June 8, 2006**

MINUTES

BOARD MEMBERS PRESENT: Mike O'Neill, Chairman; Jane Baker; Arlene Becker; Kirk Hammerquist; Jacquie Helt; Lane Larson; Tom McKenna; Arlene Parisot; and Con Sullivan.

BOARD MEMBERS ABSENT: Karen Fried, and Jason Miller

STAFF: Pam Watson, Chris Wilhelm, Roy Symons, and Jennifer Furtney.

GUESTS: Keith Allen, Don Herzog, Don Hendrickson, Brian Booth, Annette Miller, Margaret Morgan, Duane Mellinger, Mary Berg, Webb Brown, and Jerry Laughery.

I. Call to Order

Chairman Mike O'Neill called the meeting to order at 9:00 a.m.

II. Welcome and Introductions

Chairman O'Neill welcomed the committee, staff and public. He announced that Pam Watson would be leaving the SWIB for another position and that Pam's replacement, Leisa Smith would be introduced at the full board meeting tomorrow.

Chris Wilhelm conducted roll call and reviewed the documents in the member's packets.

Chairman O'Neill introduced Roy Symons from the Apprenticeship and Training Program, who would be sitting in for Mark Maki.

III. Approve Agenda

Arlene Parisot stated that she would need to leave the meeting early and asked that the MOU portion of the meeting be moved to the beginning. The committee agreed by consensus to accept the agenda as amended.

IV. Approve Meeting Minutes- April 13, 2006

Ms. Parisot moved to accept the minutes as written. Jane Baker seconded the motion, which carried unanimously.

V. Action Items

MOU Draft

Ms. Wilhelm prepared a draft MOU, which included all of the key components identified at the April 16, 2006 meeting of this committee. The draft MOU was emailed to committee members for review prior to the meeting. Roy Symons brought to the committee's attention that in 2.3.3 of the MOU it states "Ensure the option of an individual will enter directly into an apprenticeship agreement with the Department's Apprenticeship and Training Program." Mr. Symons recommended the word "directly"

be deleted so it does not put forth the perception that if a student completes this program they automatically become an apprentice. A selection and hiring process would still need to be completed.

Ms. Parisot felt the MOU should be presented to the Board of Regents for their endorsement of the program development process at this time. When a new program and its individual MOU would be presented to the Board of Regents, they would know that the preferred and endorsed process has been followed. Ms. Parisot offered to approach the Board of Regents with the MOU, and convey concern over possible duplication of programs.

Discussion ensued regarding recourse to be taken if concerns with the MOU develop after it was signed by all parties, and the fact that the Board of Regents requires curriculums with 30 credits or more obtain Board of Regents approval. Curriculums with less than 30 credits would not be required to obtain Board of Regents approval.

Chairman O'Neill suggested the MOU have additional blank signature lines added to accommodate appropriate labor-related signatures as they are identified.

Pam Watson clarified for the committee that they could approve the MOU as modified, recommend the SWIB approve the MOU as modified, and recommend the SWIB request Ms. Parisot bring the MOU to the Board of Regents. The committee could meet after the Board of Regents reviewed the MOU to finalize any requested changes, then again recommend the SWIB approve the MOU as amended.

Ms. Parisot moved to recommend the full board approve the MOU as modified, and recommend the SWIB request Ms. Parisot take the MOU to the Board of Regents for endorsement. Con Sullivan seconded the motion, which carried unanimously.

VI. Discussion Items

Status of Lineman College

Mike O'Neill stated that on June 1, 2006 the Advisory Committee met with the College of Technology (COT) in Butte, and that it was a productive day. They toured the COT, viewed a potential pole yard, and discussed curriculum. The Advisory Committee would like to encourage more people to enter the lineman trade. The proposed program would be about 9 months to give the applicant the skills to apply for an apprenticeship. It would be a pre- apprenticeship training program, not an apprenticeship program. Several sub committees have formed to discuss curriculum, finance, and marketing. The next meeting is scheduled for August 1, 2006. The committee had set a goal for Fall 2007 implementation.

It was advised that the Lineman College be cautious when marketing for credit eligibility. He based the advice on his experience with a program at MSU Northern.

The committee continued to discuss marketing, applicable credit transferability, and similar programs in other states. Chairman O'Neill stated that it was the intention of the Montana program to accept students from all over, but to focus on Montana students. This would be accomplished by focusing efforts on the high schools, colleges, high school graduates who did not attend college, veterans, and displaced workers.

Marketing would be the key, and the advisory committee would be working hard to think outside the box. Chairman O'Neill advised that the availability of scholarship benefits would help offset some of the student's costs.

Promotion and Marketing Follow-Up

Ms. Wilhelm researched estimated costs for TV, Radio and Newspaper spots. Examples of local costs were given. Statewide coverage was important. It could be a barrier in some media types, whereas other media types had procedures in place to reach more broadly throughout the state.

Ms. Parisot and Jane Baker advised of a two-year marketing campaign they were completing. This marketing campaign cost \$150,000 and was intended to increase awareness of the two-year programs. In doing so, they asked for private sector sponsors and endorsements. The marketing campaign ran statewide in 32-page tabloid, over runs, and career fairs. The Governor did a PSA for use on TV. \$34,000 to \$40,000 was received in sponsor monies. The campaign had favorable results.

An identified concern was funding. The SWIB would not have funding available to utilize for marketing and promotion. It was suggested the SWIB propose a marketing budget of \$150,000 for the Registered Apprenticeship and Training Program or request funding from the Governor's WIA Set-Aside dollars. The monies would be used to promote the Registered Apprenticeship and Training Program in general, not one specific program. This would be separate from the Lineman College and marketing for other programs.

The committee agreed by consensus to have Chairman O'Neill request the SWIB propose a marketing budget of \$150,000 for the Apprenticeship and Training Program from the Governor's WIA Set-Aside dollars. They also agreed it was important to partner with industry to obtain matching funds. State Fund was an example of a marketing campaign that utilized partnering and matching funds. Jerry Laughery from the Montana Contractors Association agreed to poll the unions to see if they were willing to offer matching funds to help reach the \$150,000 goal. Duane Millinger from IBEW 33 stated that most of his marketing was through word of mouth, and suggested contacting high school and junior high school students.

VII. Projects for Next Meeting

- Research coordination with COTs to avoid duplication of trade programs.
- Identification of federally apprenticeable trades not available in Montana due to state licensing laws. Once identified, staff will determine if any laws could be amended to allow identified trades to be apprenticeable in Montana.
- Marketing of the Apprenticeship and Training Program with a focus on engaging more employers in the Apprenticeship and Training Program

VIII. Next Meeting

The Next Apprenticeship Advisory Committee meeting will be held in conjunction with the August 31, 2006 and September 1, 2006 SWIB meeting.

IX. Adjourn

Jacquie Helt moved to adjourn the meeting. Con Sullivan seconded the motion, which carried unanimously. The meeting adjourned at 10:50 a.m.